



The Illinois Small Business Development Center (SBDC) network serves thousands of entrepreneurs, start-ups and second stage small businesses throughout Illinois every year. Oftentimes, the services provided by Illinois SBDCs set the stage for personal and professional growth, which directly impacts our local economies for the better.

The new Illinois SBDC logo graphically demonstrates the power of these services and the upward trajectory of a business when it utilizes the services of its local Illinois SBDC.

This manual provides a series of easy-to-follow guidelines to keep the look and feel of the Illinois SBDC brand consistent.

Strict adherence to these standards will help build strong recognition for your Illinois SBDC.

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The Illinois SBDC logo is the cornerstone of our brand. It is based graphically on the logo of the agency that administers our network, the Illinois Department of Commerce & Economic Opportunity. Together, we work to build the state's economy and business community. Consistent use of this logo makes the program more recognizable and strengthens our presence in our community.



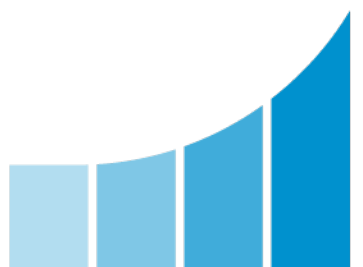
To retain legibility for print, do not use the logo printed smaller than 2" wide.

For online applications, the logo should never be smaller than 215 pixels wide.

When the logo has to be resized, please ensure that you do not change the aspect ratio (the ratio between the width and height of an image) to avoid any distortion.



Primary Color



30% 50% 75% 100%

PMS: 285C

CMYK: C-89%, M-43%, Y-0%, K-0%

RGB: R-0, G-125, B-195

HEX: 007DC3

Color is an integral part of the
Illinois SBDC identity.

The colors specified in this manual
must be used consistently
throughout all design applications.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Eurostile Bold Extended#2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Futura MdCn BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Typography is also an integral part of the identity. Consistent use of the official typefaces is essential.

The typeface for your Illinois SBDC location is Arial.

The typefaces used for “Illinois Small Business Development Center” are Eurostile Bold Extended#2 and Futura MdCn BT. They are provided as a graphic and should remain in the proportion presented in the original logo layout.





Background color 25% Black



Background color 25% Black



Background color 100% Black



These images display how the logo will be personalized by each location.

LOCAL SBDC LOGO



These logos can be utilized when you provide additional service specialties. They can be used when promoting seminars or events involving your service specialty or to promote your PTAC center.



When using the Illinois SBDC logo, readability remains critical. This secondary logo is approved for use in:

- 1) Small Spaces or when the logo space is less than 1.25" wide. The stacked logo should never be smaller than 0.75" wide.
- 2) Vertical Spaces when you need to maximize the width available.

The color specs for the full logo are applicable for the stacked logo.



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**Illinois Small Business Development Center
at Lincoln Land Community College**

8 South Old State Capitol Plaza
Springfield, Illinois 62701



The standard Illinois SBDC business card is a two-sided card to highlight the network as well as the host location. If you wish to include a fax number, it should be included on the back/address side of the card.



This shows the standard Illinois DCEO signage vertically and horizontally utilizing the Full Logo. Signage should also acknowledge the Illinois Department of Commerce and Economic Opportunity and the U.S. Small Business Administration with the language "Funded in part through a cooperative agreement" followed by the SBA logo.

WINDOW CLING

Centers may use either the Local Illinois SBDC Logo, the Full Logo, or the Stacked Logo when utilizing window clings.

BROCHURES

In all brochures, the Local Illinois SBDC Logo, the Full Logo, or the Stacked Logo must be prominent, including on the cover. Somewhere in the brochure, the Illinois Department of Commerce & Economic Opportunity and the U.S. Small Business Administration must be acknowledged as well. SBA guidelines state "where used, the SBA logo may be positioned in close proximity to an SBDC's own logo or may be placed in a prominent location elsewhere in the material." Suggested language is:

Funded in part through a Cooperative Agreement with the Illinois Department of Commerce & Economic Opportunity and the U. S. SBA (SBA Logo optional).

When acknowledging DCEO on a page [with an Illinois SBDC logo](#), text acknowledgement is preferred. When acknowledging DCEO on a page [without an Illinois SBDC logo](#), use of the DCEO logo is preferred.

FLYERS OR FACT SHEETS

The Local Illinois SBDC Logo, the Full Logo, or the Stacked Logo must be prominent. The Illinois Department of Commerce & Economic Opportunity and the U.S. Small Business Administration must be acknowledged as well. SBA guidelines state "where used, the SBA logo may be positioned in close proximity to an SBDC's own logo or may be placed in a prominent location elsewhere in the material." For flyers or fact suggests, the preferred method is acknowledgement through text only:

Funded in part through a Cooperative Agreement with the Illinois Department of Commerce & Economic Opportunity and the U. S. SBA (SBA Logo optional).

WEB SITE

Centers should use the Local Illinois SBDC logo or the Stacked Logo on web pages on their primary web page. The logo must be prominently displayed, meaning an online visitor does not have to scroll to see the logo. The logo is also encouraged to be used on host locations' home pages as a link to the Center's information. Care should be taken not to shrink the logo to less than the minimum size (see page 5).

Style Guide Dated 3.15.2011

For additional questions regarding the use of the Illinois SBDC logo, please contact the Illinois SBDC Lead Center:

DCEO Office of Entrepreneurship, Innovation and Technology
800-252-2923 - www.ilsbdc.biz